



Newport Beach Restaurant Association Business Improvement District Fiscal Year 2013-2014 Annual Report

As required by Section 36533 of the California Streets and Highways Code, the annual report of the Newport Beach Restaurant Association Business Improvement District (NBRA) contains the required information as follows:

1. Proposed Changes to the District Boundary

There are no changes proposed to the district boundaries

2. Improvement and Activities for the Fiscal Year of July 1, 2014 to June 30, 2015

Mission, Values and Goal Development

Pursuant to its Strategic Business Plan FY 2013/2014-2015/16, the NBRA will continue its mission through adherence to defined values and guiding principles with the following 2014/2015 priority initiatives from the strategic business plan:

Marketing | Promotion

- New marketing and media partnerships investigation
- Enhanced website/social media engagement
- Targeted and measurable annual marketing strategy

Communication | Education

- Engaging investor outreach strategy and program execution
- Relevant educational program development based on member needs
- Ongoing calendar of events development

Community & Stakeholder Relations | Education

- Allied Membership Investigation
- Top Foodservice issues identification and advocacy
- Clearinghouse set-up for charitable causes
- Targeted and measurable annual communications plan with appropriate messaging

Financial Resources and Administration

- Updated rolling year strategic plan review
- Aligned program of work and budget allocations
- BID fee structure evaluation and approval
- Board manual development

Priority Initiative Development

The NBRA has identified and will work in FY 2014-2015 to implement and exceed current and long-term association goals through key activities to realize its vision over the next two years.

Brand Development

In partnership with Newport Beach & Company (aka Visit Newport Beach), the NBRA will create and launch a new consumer facing Dine Newport Beach brand in order to better market restaurants, foodservice establishments and the local culinary community in conjunction with existing Newport Beach branding.

Website Development

NBRA will debut a new website with easy URL access at DineNB.com to service all areas of the dining community with a comprehensive, all-encompassing experience that allows the consumer to find specific information on restaurants, dining guides, food trends, events and more. With a fresh look, state of the art programming and functionality, and user-friendly navigation, visitors to the website will have an enhanced search, planning and booking experience. This will supplement the already existing touch points and further expand the reach and accessibility to the consumer while incorporating the following:

- Responsive website design that translates to all devices including desktop, tablet and mobile
- Online reservation links to restaurant platforms
- Social sharing capabilities, links and integrated Yelp reviews
- Site indexing and search to provide quick access to information
- Detailed multi-selection filtering including food type, price and location
- Promotional ad spaces on site for partners, events, promotions, etc.
- Email capture to feed targeted lists into overall email platform
- Special offers section to promote restaurant offers and discounts
- Media room information for news releases, media coverage and blog content
- Information on the Newport Beach Restaurant Association including mission statement, benefits, member services and leadership
- Detailed restaurant listings with photos, videos, mapping and menus

The website will keep with Search Engine Optimization (SEO) best practices and focus on Newport Beach Dining keywords to index top of organic search. Focus will be on keyword research, volume and competitor analytic tracking.

Creative Campaign & Advertising

A new brand creative campaign will be introduced along with the website launch to generate consumer awareness in a variety of media including newspaper and magazine outlets and online. Paid and earned advertising will appear in the Dining Out Magazine and the Newport Beach Visitors Guides, as well as in media partner publications.

Public Relations (PR)

An effective PR plan is vital in communicating the story and mission of NBRA and Dine Newport Beach. A comprehensive PR campaign will be activated to launch the new Dine Newport Beach brand, marketing initiative and website.

NBRA will introduce Dine Newport Beach with a launch event held at a local restaurant. Food bloggers, media, community leaders and NBRA member restaurants will be invited to attend and celebrate Dine Newport Beach. Outreach to key media in local and regional drive markets to generate coverage and brand exposure in radio, television, print and online.

NBRA will develop and grow strong relationships with travel writers, influential lifestyle bloggers and media professionals to ensure the website and the organization receive editorial coverage in local, regional and national media outlets, throughout the year.

Social Media

The new Dine Newport Beach brand will be prominent on NBRA's existing social channels, as well as promoted through the Visit Newport Beach channels in order to grow the brand, increase the number social followers and build online engagement. Messaging on restaurant offers, culinary events, dining trends and restaurant information will be regularly scheduled. NBRA will conduct strategic outreach to key culinary and dining influencers in order to engage with these personalities to broadcast to the larger social population and expand the network.

Online Marketing

The new website, monthly restaurant promotions and strategic events will be advertised with targeted paid search ads on the major search engines. Also, in addition to having a presence on the Visit Newport Beach website, NBRA will work with key industry and media partners to promote the new Dine Newport Beach website and programming through partner digital channels.

Consumer Email Campaigns

NBRA will conduct regular consumer email campaigns with robust content on dining trends, restaurant promotions and events, and Dine Newport Beach will be a continual part of the monthly e-communications from Newport Beach & Company.

Collateral Development

Check presenter insert cards will be created to introduce the new Dine Newport Beach website and its comprehensive online dining guide to consumers. Cards will be distributed to Newport Beach restaurants to disseminate to local diners and throughout Orange County at hotels and key visitor locations.

Dining Guide Development

NBRA will produce an online digital dining guide that will include NBRA member restaurants and foodservice establishments. The digital dining guide can be accessed online on DineNB.com, and can be viewed as a dynamic digital publication or downloaded for print.

Signature Dining Event

NBRA will develop a new model for restaurant week or another type of dining event that will not only promote the participating restaurants, but also position Newport Beach as a dining destination year-round.

Community Culinary Events

NBRA will support and partner with businesses, organizations and events that assist in promoting the local restaurant and culinary community. Partnership will include cooperative advertising, online and social media support, public relations assistance and presence at events with a local restaurant component.

Phone Reservation System

The NBRA will continue to provide a toll-free phone number serviced by the Newport Beach & Company concierge.

Stakeholder Communications

Communication is the key to engaging the local culinary community, growing restaurant relationships and strengthening member relations. Regular email communications and occasional print communications will go out to NBRA members and partners informing them of Dine Newport Beach and NBRA programs, promotional opportunities, meetings and event opportunities.

Annual Meeting

The NBRA will hold its Annual Meeting at a local restaurant, where it will provide a review of the financial standing of the NBRA, review marketing and promotion results, discuss goals objectives and programs for the upcoming fiscal year, and obtain feedback from the general membership.

Member Benefits

The NBRA will work to develop a robust menu of member benefits that include educational seminars, industry discounts, cooperative marketing opportunities, promotions and networking opportunities available to members in good standing.

Allied | Partner Program

The NBRA will develop a partner program for businesses or individuals who wish to connect with NBRA members and provide additional benefits and services to members in good standing.

Community Event Participation

The NBRA will participate and contribute to the following events: Police Appreciation Breakfast, Newport Beach Mayor's Dinner and other community events.

NBRA Professional Relationships

The NBRA will maintain relationships with, but not limited to, the following entities: OC Visitors Association, Anaheim/Orange County Visitor & Convention Bureau, California Restaurant Association, Newport Beach Chamber of Commerce and Newport Beach & Company.

BID Marketing Agency & Director

The NBRA will contract with an appropriate outside vendor to handle all marketing, public relations, and website management services.

BID Administration & Accounting Services

The NBRA will contract with appropriate outside vendors to handle NBRA administration and accounting and to serve as a liaison with the City of Newport Beach.

BID Administration Costs

The NBRA will pay for postal mailings, bank fees, and other associated administrative costs.

3. The Cost of These Activities Is Projected as Follows:

Marketing, including:

Advertising, Website Design, Social Media, Public Relations	\$46,000
Restaurant Event Marketing	21,000
Marketing Agency & Director	83,845
Administration & Accounting	<u>42,000</u>

TOTAL: \$192,845

4. The Method and Basis of Levying the Assessment Shall be as Follows:

The benefit assessments will be collected by the City in one installment. Assessments shall be collected at the beginning of the fiscal year, and shall be pro-rated for new businesses that open during the year.

For establishments with less than eleven (11) employees, the assessment shall be a flat \$95.00. For establishments with greater than ten (10) employees, and whose business license tax is less than \$600.00, the benefit assessment shall be equal to the City's usual annual business license tax as established pursuant to Chapter 5.08 of the Newport Beach Municipal Code plus an additional \$65.00. For establishments with greater than ten (10) employees, and whose business license tax is \$600.00 or more, the benefit assessment shall be equal to the City's usual annual business license tax as established pursuant to Chapter 5.08 of the Newport Beach Municipal Code plus an additional \$145.00.

The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Newport Beach Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent (100%) of the assessment amount due.

5. Surplus Carryover from Fiscal Year 2013-2014

The NBRA estimates that approximately \$9,000 will be carried over from FY 2013-2014 to FY 2014-2015

6. Sources of Contributions Other Than Levied Assessments

The NBRA FY 2014-2015 budget includes \$20,000 in funds from the City of Newport Beach. The NBRA anticipates \$15,000 in special event fees from participating restaurants, in addition to \$16,000 in potential grant funding from the City of Newport Beach for a restaurant week event. It is estimated that an additional \$20,000 in funding will be generated from the restaurant week event and other Dine Newport Beach program sponsors.

7. Prior Year Accomplishments

FY 2013-2014 was a transition year for the NBRA as it restructured its operations and planned for the future. NBRA completed the following projects and initiatives:

- Completed a long-term strategic business plan that outlines the priority initiatives and vision for the NBRA through FY 2015-16.
- Maintained the NewportBeachDining.com website with consistent top organic SEO enhanced placement. The website also supported a blog, social media integration and online dining reservation system.
- Maintained several social media channels to engage the online community on Facebook, Twitter, YouTube, Instagram, Pinterest and Google +.
- Republished the NBRA Dining Guide and distributed 66,000 copies throughout Orange County, LA and in the Inland Empire.
- Maintained a toll-free number used for securing dining reservations to NBRA member restaurants.
- Advertised in the Newport Beach Visitors Guide.
- Contracted with a new vendor to provide NBRA administration and to serve as a liaison with the City of Newport Beach.

- Contracted with a new vendor to produce the 2014 Newport Beach Restaurant Week. The event marketing and promotional efforts included:
 - Print Promotions – Distribution of check presenter, water bill inserts and posters throughout the community.
 - Outdoor Promotions – Assorted billboards in key Orange County locations, bus kongs and delivery vehicle wraps.
 - Advertising – Riviera Magazine, Local Magazine, Performances Magazine, Rage Monthly, Orange County Register, OC Weekly and assorted community newspapers throughout Orange County
 - PR & Blogger Coverage – Articles appeared in a variety of print and online publications in Orange County and LA.
 - Online Ads and Listings – Event calendar listings and advertising appeared on partner sites, including the Orange County Register, OC Weekly, Riviera Magazine, Yelp and Facebook.
 - Email Blasts – Email communications went out through a variety of partner channels to over 40,000 consumers.
 - Television & Radio – On-Air coverage and promotion of the event appeared on KTLA, NBC LA, CBS and Clear Channel radio stations.
 - Social Media – Promotions ran on Facebook, Twitter and Instagram.
 - Media Event – The Restaurant Week launch event for media, participating restaurants and community leaders was held at the Back Bay Bistro.
- Contracted with a new marketing agency to oversee and direct the NBRA marketing, public relations and website management.
- Launched a monthly online restaurant promotions campaign in partnership with Visit Newport Beach.
- Updated the Newport Beach Restaurant Association informational brochure.
- Produced the NBRA FY 2013-2014 Annual Meeting for all member restaurants to attend.
- Recruited new members to the NBRA Board of Directors.
- Established goals and metrics to measure marketing and association performance over the next two years.

Fiscal Year (FY) Operating Results

During FY 2013-14, the NBRA collected approximately \$107,500 in member assessments and approximately \$7,000 in member assessment late fees. The City also contributed \$40,000 as the first installment of a five-year commitment to support the BID. The NBRA received \$20,078 in participation fees for 2014 Restaurant Week and a grant of \$6,000 from the City in support of Restaurant Week. Total revenue for FY 2013-2014 is expected to be approximately \$180,578.

The NBRA will spend by fiscal year end approximately \$200,578 for approved activities, funded by the FY 2013-14 revenues and by a \$20,000 budgeted carryover of funds from FY 2012-13. The NBRA's ending cash balance at June 30, 2014 is projected to be \$9,000, which will carry over to FY 2014-15.

The members of the Newport Beach Restaurant Association want to thank the City Council for its financial support and efforts on behalf of the NBRA.

**Newport Beach Restaurant Association
Business Improvement District
Approved Operating Budget
July 1, 2014 – June 30, 2015**

<u>Sources of Funds</u>	<u>Amount</u>
Member Assessments	\$ 137,000
Anticipated Member Assessment Delinquencies	(34,155)
Anticipated City Funding	20,000
Anticipated Event Participation Fees	15,000
Anticipated City Grant Funding	16,000
Anticipated Funds from Sponsorships	20,000
Anticipated Carryover from FY 2013-14	<u>9,000</u>
TOTAL SOURCES	\$ 182,845

<u>Use of Funds</u>	<u>Amount</u>
Marketing, including:	
Advertising, Website Design, Social Media, Public Relations	\$ 66,000
Restaurant Event Marketing	31,000
Marketing Agency & Director	83,845
Administration & Accounting	<u>2,000</u>
TOTAL USES:	\$ 182,845